



**For Immediate Release**  
**February 17, 2009**

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## **The American Marketing Association Updates Industry's Statement of Ethics**

*Association revises ethical code, augmenting importance of  
credibility and transparency in current marketing age*

**Chicago, IL (Feb. 17, 2009)** – Leading up to its Mplanet conference in Orlando, the [American Marketing Association](#) announced its new [Statement of Ethics](#) with revisions that provide clarity and guidance to marketers as they navigate today's new marketsphere.

"With our landscape changing almost rapidly, marketers have to commit to a new kind of ethical norm that achieves the credibility and transparency demanded by today's consumer," said Nancy Costopulos, Chief Marketing Officer of the American Marketing Association. "We're releasing these changes just before American Marketing Association's marketing conference Mplanet to encourage continued discussion and application of our ethical code."

While keeping the general framework of its previous ethics statement, the new revisions widen the scope by directly referencing all types of AMA members, and put greater emphasis on transparency in all marketing efforts. The new statement also serves as a guide that can link to other more specific codes that address particular concerns of individual AMA councils.

"A transparent, credible brand is invaluable to marketers in this fragmented marketplace," said Costopulos. "At Mplanet, our industry's leading thinkers will discuss marketing's changing role and the global implications, but we know it's important not to lose sight of the timeless ethical touchstones that sustain our work in this time of change."

The dialogue on ethics and its role in the new marketsphere continues on AMA's [Mplanet Marketing blog](#). "We encourage all marketers to continually review and discuss the application of ethics in their work. We'd love to hear your thoughts on this important dialogue that crosses industries, cultures and borders."

### **About the Committee**

The review committee, led by Pat Murphy of University of Notre Dame, comprised representatives from AMA Division Councils and two at large members, one practitioner and one academic. All committee members actively evaluated, reviewed and approved the new Statement of Ethics, in addition to AMA's [Board of Directors](#).

### **AMA Statement of Ethics (Revised 2008)**

## ETHICAL NORMS AND VALUES FOR MARKETERS

### *Preamble*

The American Marketing Association commits itself to promoting the highest standard of professional ethical norms and values for its members (practitioners, academics and students). Norms are established standards of conduct that are expected and maintained by society and/or professional organizations. Values represent the collective conception of what communities find desirable, important and morally proper. Values also serve as the criteria for evaluating our own personal actions and the actions of others. As marketers, we recognize that we not only serve our organizations but also act as stewards of society in creating, facilitating and executing the transactions that are part of the greater economy. In this role, marketers are expected to embrace the highest professional ethical norms and the ethical values implied by our responsibility toward multiple stakeholders (e.g., customers, employees, investors, peers, channel members, regulators and the host community).

### *Ethical Norms*

As marketers, we must:

- Do no harm. This means consciously avoiding harmful actions or omissions by embodying high ethical standards and adhering to all applicable laws and regulations in the choices we make.
- Foster trust in the marketing system. This means striving for good faith and fair dealing so as to contribute toward the efficacy of the exchange process as well as avoiding deception in product design, pricing, communication, and delivery of distribution.
- Embrace ethical values. This means building relationships and enhancing consumer confidence in the integrity of marketing by affirming these core values: honesty, responsibility, fairness, respect, transparency and citizenship.

### *Ethical Values*

Honesty – to be forthright in dealings with customers and stakeholders. To this end, we will:

- Strive to be truthful in all situations and at all times.
- Offer products of value that do what we claim in our communications.
- Stand behind our products if they fail to deliver their claimed benefits.
- Honor our explicit and implicit commitments and promises.

Responsibility – to accept the consequences of our marketing decisions and strategies. To this end, we will:

- Strive to serve the needs of customers.
- Avoid using coercion with all stakeholders.
- Acknowledge the social obligations to stakeholders that come with increased marketing and economic power.
- Recognize our special commitments to vulnerable market segments such as children, seniors, the economically impoverished, market illiterates and others who may be substantially disadvantaged.
- Consider environmental stewardship in our decision-making.

Fairness – to balance justly the needs of the buyer with the interests of the seller. To this end, we will:

- Represent products in a clear way in selling, advertising and other forms of communication; this includes the avoidance of false, misleading and deceptive promotion.
- Reject manipulations and sales tactics that harm customer trust.
- Refuse to engage in price fixing, predatory pricing, price gouging or “bait-and-switch” tactics.
- Avoid knowing participation in conflicts of interest.
- Seek to protect the private information of customers, employees and partners.

Respect – to acknowledge the basic human dignity of all stakeholders. To this end, we will:

- Value individual differences and avoid stereotyping customers or depicting demographic groups (e.g., gender, race, sexual orientation) in a negative or dehumanizing way.
- Listen to the needs of customers and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
- Make every effort to understand and respectfully treat buyers, suppliers, intermediaries and distributors from all cultures.
- Acknowledge the contributions of others, such as consultants, employees and coworkers, to marketing endeavors.
- Treat everyone, including our competitors, as we would wish to be treated.

Transparency – to create a spirit of openness in marketing operations. To this end, we will:

- Strive to communicate clearly with all constituencies.
- Accept constructive criticism from customers and other stakeholders.
- Explain and take appropriate action regarding significant product or service risks, component substitutions or other foreseeable eventualities that could affect customers or their perception of the purchase decision.
- Disclose list prices and terms of financing as well as available price deals and adjustments.

Citizenship – to fulfill the economic, legal, philanthropic and societal responsibilities that serve stakeholders. To this end, we will:

- Strive to protect the ecological environment in the execution of marketing campaigns.
- Give back to the community through volunteerism and charitable donations.
- Contribute to the overall betterment of marketing and its reputation.
- Urge supply chain members to ensure that trade is fair for all participants, including producers in developing countries.

### *Implementation*

We expect AMA members to be courageous and proactive in leading and/or aiding their organizations in the fulfillment of the explicit and implicit promises made to those stakeholders. We recognize that every industry sector and marketing sub-discipline (e.g., marketing research, e-commerce, Internet selling, direct marketing, and advertising) has its own specific ethical issues that require policies and commentary. An array of such codes can be accessed through links on the AMA Web site. Consistent with the principle of subsidiarity (solving issues at the level where the expertise resides), we encourage all such groups to develop and/or refine their industry and discipline-specific codes of ethics to supplement these guiding ethical norms and values.

### **About the [American Marketing Association](#)**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing

worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices.

American Marketing Association is also the creator of Mplanet, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009.

For more information on the [American Marketing Association](http://www.AmericanMarketingAssociation.com) or Mplanet 2009, please visit [www.MarketingPower.com](http://www.MarketingPower.com).

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